

May 29 is "529 College Savings Day" in Idaho!

529 COLLEGE SAVINGS DAY
5·29

Idaho Treasurer and Qwest Offer \$529 Scholarships for 529 College Savings Plan Accounts

What is 529 College Savings Day?

Idaho State Treasurer Ron Crane has pronounced May 29 (5/29 = 529) "529 College Savings Day" in Idaho, the day to start saving for college. IDeal is Idaho's 529 college savings plan, named after Section 529 of the Internal Revenue Code.

Why is 529 College Savings Day important?

College is a pricey proposition — annual tuition and fees at a four-year public college in Idaho run about \$4,000 and are rising (Source: Idaho State Board of Education). That's a daunting prospect, but if you start saving today, little by little it can all add up.

An IDeal 529 college savings plan account can be opened for as little as \$25. Investing just \$50 a month for 18 years (assuming a 4% rate of return) could grow to more than \$15,000 by the time your child is ready to go to college.*

How do I take the first step in saving for college?

Grandparents, parents, relatives, and friends are encouraged to open an IDeal account for the child in their life at www.idsave.org or by calling 1.866.433.2533.

Money you invest grows free of state and federal taxes. When you take it out and use it for qualified higher educational expenses — like tuition, books, and certain room and board costs — that's tax-free too!** And, Idaho taxpayers are eligible for a \$4,000 state income tax deduction (or \$8,000 if married and filing jointly).†

WIN a \$529 Scholarship!



Treasurer Ron Crane will award **TEN \$529 scholarships** to be used to fund IDeal accounts, thanks to the generosity of Qwest.

Parents, grandparents, aunts, and uncles may enter the drawing for a scholarship by sending their name, address, phone number, and email address — received by Friday, June 5 — to: **Attn: IDeal Scholarship, Idaho State Treasurer's Office, P.O. Box 83720, Boise, Idaho 83720-0091**. Winners will be drawn at random on June 9, 2009.

Meet Treasurer Crane on May 29

Treasurer Crane will host a 529 College Savings Day event on Friday, May 29 at the Boise City Hall Plaza (150 North Capitol, downtown Boise) from 11 a.m. to 1 p.m. Information will be available, scholarship entries will be accepted, and the first scholarship will be selected from entries received up to that date.

529 College Savings Day is sponsored by the Idaho State Treasurer's Office, Qwest, and the Idaho PTA.

* A plan of regular investment cannot assure a profit or protect against a loss in a declining market. This hypothetical is for illustrative purposes only. It does not reflect an actual investment in any particular 529 plan or any taxes or penalties payable upon distribution.

** Earnings on non-qualified withdrawals are subject to federal income tax and may be subject to a 10% federal penalty tax, as well as state and local income taxes. The availability of tax or other benefits may be contingent on meeting other requirements.

† You will be required to include the entire amount of a non-qualified distribution in your Idaho taxable income. You will be required to include the amount of a transfer to another state's 529 plan in your Idaho taxable income up to the amount of your total contributions to your IDeal account in the twelve (12) months preceding the date of the rollover.



Please read second page for important disclosure and contest rules.

For more information about IDeal – Idaho College Savings Program, call 866.433.2533 or visit www.idsave.org to obtain a Disclosure Statement. The Disclosure Statement discusses investment objectives, risks, charges, expenses, and other important information. Because investing in IDeal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing. Upromise Investments, Inc. Distributor and Underwriter.

If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in that state's qualified tuition program.

IDeal is administered by the Idaho College Savings Program Board. Upromise Investments, Inc. serves as program manager and Upromise Investment Advisors, LLC, provides investment advisory services and recordkeeping and administrative services. Upromise Investments, Inc. and Upromise Investment Advisors, LLC, have overall responsibility for the day-to-day operations, including effecting transactions and marketing and distribution of IDeal. The Vanguard Group, Inc. serves as Investment Manager for IDeal. IDeal's portfolios, although they invest in mutual funds, are not mutual funds.

Investment returns are not guaranteed and you can lose money by investing in IDeal.

NO PURCHASE NECESSARY. MAKING A PURCHASE OR AN INVESTMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sponsored by: Idaho State Treasurer's Office and Qwest Idaho (Qwest) (the "Sponsors")

Contest Rules:

1. How to Enter. To enter the 529 College Savings Day Contest (the "Contest"), mail your name, address, phone number, and email address to **Attn: IDeal Scholarship, Idaho State Treasurer's Office, P.O. Box 83720, Boise, Idaho 83720-0091**. Entries are not valid if all information is not included and entries must be received by June 5, 2009. You can also enter in person at the Boise City Hall Plaza (150 North Capitol) on May 29, 2009, from 11:00 a.m. – 1:00 p.m., where the first winner will be chosen in a random drawing. The Sponsors are not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable, or delayed. By sending in your information, you are consenting to your participation in the Contest in recognition of, and in compliance with, these Contest rules, including without limitation, the Conditions of Participation set forth below.

2. Eligibility. The Contest is offered only to Idaho residents who are U.S. citizens and who have a child, grandchild, niece, or nephew who is under age 18 during the 2008-2009 school year. Employees of the Sponsors, their advertising, promotion and fulfillment agencies, and their immediate families and household members are

not eligible to participate. The Contest is void where prohibited or restricted by law. All federal, state, and local regulations apply.

3. Prizes. Ten winners will receive \$529 from Qwest. One winner will be drawn on May 29, 2009 at the Boise City Hall Plaza, and the remainder will be drawn on or about June 9, 2009. The \$529 amount will be contributed by the Idaho State Treasurer's Office into a new or existing account within IDeal - Idaho College Savings Plan. The winners will be determined in a random drawing among all eligible entries and the odds of becoming a winner depend on the number of qualified entries received. The winners will be announced on or around June 9, 2009 by the Idaho State Treasurer's Office with a public announcement and press release. Proof of identity and eligibility of a winner to participate in IDeal must be furnished to the Sponsors upon request. If the Sponsors are unable, after making a reasonable effort, to contact a winner, that winner will forfeit the prize and no prize will be awarded to that winner. The Sponsors will not award a prize to anyone not meeting the Contest eligibility requirements or not eligible to participate in IDeal – Idaho College Savings Program. The Sponsors reserve the right to disqualify any entrant if these Contest rules are not followed. In the event a winner is deemed ineligible or refuses a prize, the prize will be forfeited and the Sponsors, in their sole discretion, may randomly select an alternate winner from the remaining entries. All prizes are final, and substitutions or transfers of prizes are impermissible. Prizes may be considered income, and any and all taxes associated with prizes are the responsibility of the winner.

4. Conditions of Participation. Winners and entrants ("Participants") are responsible for complying with all applicable federal, state, and local laws and regulations and with these Contest rules. By entering the Contest, Participants agree to be bound by these Contest rules and the Sponsors' decisions with respect thereto, which decisions shall be final and legally binding in all matters relating to the Contest. Participants agree, except where prohibited by law, to release and discharge, hold harmless, and indemnify the Sponsors, their employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Contest, from any and all tax liability that may be imposed or associated with receipt or use of the prizes, and from and against any and all claims, actions, proceedings, and liability for any damages, expenses, fees, injury, or losses sustained in connection with the receipt, ownership, or use of any prize or while traveling to, preparing for, or participating in any Contest-related activity. By entering the Contest or by winning, entrants grant to the Sponsors the right to publicize their name and the child's name, photograph, image, likeness, voice, statements, and biographical information for advertising, trade, and promotion purposes without compensation and without opportunity for review, except where prohibited by law. Winners will be asked to sign a waiver release form or have a parent or guardian sign a waiver or release form, allowing the entrant and the child to appear in media accounts of the Contest.

5. Official Rules and List of Winners. Official rules supersede all other published editions. The Sponsors reserve the right to change, alter, or amend these Contest rules or to alter, modify, or terminate the Contest, as necessary, in their sole discretion, to ensure the fair administration of the Contest or to comply with applicable law. ID7128D 0509